

Town of Tupper Lake Special Board Meeting

February 27, 2020

Roll Call: Supervisor Patricia S. Littlefield
 Councilman Michael Dechene
 Councilwoman Mary Fontana

 Absent – Councilman John Quinn
 Councilwoman Tracy Luton

Recording Secretary: Laurie J Fuller – Town Clerk

No Press:

Guest: Katie Stuart – ROOST Representative

Supervisor Littlefield called Special Town Board Meeting to order at 9:03 a.m. opening with the Pledge of Allegiance.

Resolution for Continuation Partnership with ROOST
Resolution #10:

February 27, 2020

Jeremy Evans
 Executive Director
 Franklin County LDC
 355 West Main Street
 Malone, NY 12953

Dear Sirs,

The community of Tupper Lake is completing the sixth year of a successful partnership with the Regional Office of Sustainable Tourism. During that time, the community has made a significant investment in development of a brand identity that has been enthusiastically adopted by our residents and businesses.

This brand identity, and ROOST’s skillful marketing and promotion of the brand, our community, and our assets, has resulted in improved community morale and a changed perception of Tupper Lake within the region and state. As indicated by analytics and reports from Tupper Lake’s businesses, both our business districts and our web and social sites are seeing increased visitation.

The partnership has also leveraged significant private investment in Tupper Lake, including new business development by Tupper Lake residents and investment by developers who recognize the community’s potential.

The Town of Tupper Lake Board therefore strongly supports continuation of these activities in partnership with ROOST. The Board voted on February 27, 2020 to formally request that the Franklin County LDC utilize Tupper Lake’s share of occupancy tax revenues received from Franklin County to fund ROOST’s ongoing partnership with Tupper Lake for brand development, promotion and marketing.

Sincerely,

Patricia S. Littlefield
 Town Supervisor

RESOLUTION #10 /2020 IN SUPPORT OF
 LDC ALLOCATION OF A PORTION OF FRANKLIN COUNTY
 OCCUPANCY TAX REVENUES

FOR CONTINUATION OF TUPPER LAKE’S PARTNERSHIP WITH ROOST

WHEREAS the community of Tupper Lake is completing the sixth year of a successful partnership with the Regional Office of Sustainable Tourism; and

WHEREAS during that time, the community has made a significant investment in development of a brand identity that has been enthusiastically adopted by our residents and businesses; and

WHEREAS Tupper Lake’s new brand identity, and ROOST’s skillful marketing and promotion of the brand, our community, and our assets, have resulted in improved community morale and a changed perception of Tupper Lake within the region and state; and

WHEREAS web and social media analytics, along with reports from Tupper Lake’s businesses, demonstrate the partnership is yielding increased visitation; and

WHEREAS, Tupper Lake’s partnership with ROOST has also leveraged significant private investment, including new business development by residents and investment by developers.

THEREFORE, BE IT RESOLVED:

The Town of Tupper Lake Board strongly supports continuation of these activities in partnership with ROOST and formally requests the Franklin County LDC utilize \$45,000 in occupancy tax revenues received from Franklin County to fund ROOST’s ongoing partnership with Tupper Lake for brand development, promotion and marketing.

Date: February 27, 2020

Motion: Councilman Dechene

Seconded: Councilwoman Fontana

Action: Carried 3/0 vote Littlefield, Dechene, Fontana

CERTIFICATE OF RECORDING OFFICER

I, Laurie J Fuller, the duly qualified and acting Clerk of the Town of Tupper Lake, New York, do hereby certify that the attached resolution was adopted at a regular meeting of the Tupper Lake Town Board held on February 27, 2020 and is incorporated in the original minutes of said meeting, and that said resolution has not been altered, amended or revoked and is in full force and effect.

Laurie J Fuller

Laurie J Fuller – Town Clerk RMC

Seal of Municipality

Adjourn:

Motion to adjourn at 9:29 a.m. was made by Councilwoman Fontana

Seconded by Councilman Dechene

All Town Board Members voted AYE 3/0 Littlefield, Dechene, Fontana

Laurie J Fuller – Town Clerk